

# EAST HOLLYWOOD BUSINESS IMPROVEMENT DISTRICT

7018 Hollywood Blvd., Hollywood, CA 90028  
MAIN (323) 469-8311 FAX (323) 469-2805

November 29, 2013

Ms. Miranda Paster, Acting Chief  
Administrative Services Division  
Office of the City Clerk  
200 North Spring St.  
Room 224  
Los Angeles, CA 90012

**Subject: East Hollywood BID 3<sup>rd</sup> Quarter Report**

Dear Miranda:

Attached please find the quarterly report for the East Hollywood BID for the 3<sup>rd</sup> Quarter of 2013. Below, I have included a table with the information about expenditures for the BID in the 3<sup>rd</sup> Quarter, and a copy of the September financial statement. A copy of our quarterly newsletter will be sent out under separate cover.

Activities for the 3<sup>rd</sup> quarter included regularly scheduled monthly meeting of the Board of Governors in July and September. The Board completed its website design process and soft-launched the site at [WWW.EHBID.org](http://WWW.EHBID.org). Additionally, the Board continued planning efforts for the grant awarded during the Metro Call for Projects, to fund street medians along Vermont Avenue in hopes of calming traffic and enhancing the pedestrian experience in this highly traveled area of the city. The Vermont corridor is home to several major institutions including the Braille Institute, LA City College, Kaiser Permanente, and Children's Hospital all of which would benefit from the pedestrian safety enhancements proposed by the BID. Ground breaking on the medians is expected to occur by the end of 2013.

The BID has also continued its efforts to improve the streetscape along the Vermont Corridor with the continuation of its tree planting and maintenance program which began at the end of 2011. The BID has assumed responsibility for the watering and general upkeep of over 70 trees along Vermont Avenue. Additionally in September, the BID celebrated the Grand Re-opening of the Vermont Triangle and announced that it would be taking over maintenance of the Triangle as part of the on-going streetscape and maintenance program. This Quarter, the BID Board also secured a grant from the LA Cedars Rotary Club to install two "doggy waste stations" along Vermont Ave. The grant would be paid for by LA Cedars Rotary Club and would include installation and maintenance supplies for one year. The Board additionally appointed new Board member Katherine Gaughen of Kaiser Permanente to fill the vacancy of Gail Koretz who resigned earlier in the year.

A report on specific budget line expenditures follows:

**Budget Line Item #1 – Streetscape**

The cleaning/beautification contract with HBT calls for \$5900 in regular monthly expenses of which approximately \$2,065 (35%) goes towards streetscape expenses including tree pruning. \$6,128 in expenditures were made in this category for the third quarter.

**Budget Line Item #2 - Maintenance**

The BID incurred expenses of \$8,365 for tree watering and maintenance services within the BID. Additionally, the cleaning/beautification contract with HBT calls for \$5900 in regular monthly expenses of which approximately \$3,835 (65%) goes towards Maintenance. \$11,380 in expenditures were made towards the BID's monthly maintenance for the third quarter.

**Budget Line Item #3 – Administration and Advocacy**

An expenditure of \$3200 was made to our accounting firm for costs associated with BID's annual review.

**Budget Line Item #4 – Marketing and Promotion**

A total of \$1,000 was expended in this category during the quarter for design of the East Hollywood BID Website.

**Budget Line Item #5 – Contingency**

No funds were expended in this category during the quarter.

We continue to believe that things are progressing well with the East Hollywood Business Improvement District, and the Board remains enthusiastic about what they are able to accomplish.

Sincerely,



Nicole Shahenian  
Executive Director  
East Hollywood Business Improvement District

**East Hollywood Business Improvement District  
FY 2013 Budget- 3rd Quarter**

Revenue	FY 2013	Committed Funds	1st Quarter				2nd Quarter				3rd Quarter				4th quarter				Estimated Unallocated Total	Year to Date		
Parcel Assessments	\$204,300.44																					
Carry Over	\$49,000.00																					
<b>Total Assessments</b>	<b>\$253,300</b>																					
<b>Expenditures</b>																						
Streetscape/Landscape (37%)	\$105,591.00			\$8,170	\$8,152	\$6,128																\$22,450
Maintenance (31%)	\$82,333.00			\$28,143.00	\$23,469	\$19,745.00																\$71,357
Administration and Advocacy (18%)	\$36,774.00			\$0.00	\$20,750	\$3,200																\$23,950
Marketing (11%)	\$22,473.00			\$0.00	\$600	\$1,000																\$1,600
Contingency (3%)	\$6,129.00			\$0	\$0	\$0																\$0
<b>Total</b>	<b>\$253,300</b>	<b>\$0</b>	<b>\$36,313</b>	<b>\$52,971</b>	<b>\$30,073</b>	<b>\$0</b>																<b>\$119,357</b>
<b>2012 Committed Funds</b>																						
* Streetscape: Includes \$30,000 in carryover funds from 2012																						
* Maintenance: \$19,000 in carryover funds from 2012      ance: \$19,000 in carryover funds																						